

Observations about Bulb Shopping



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What do we want?

- Buy the energy-saving bulb (LED) that....
- Is the right bulb:
 - *right amount of light*
 - *fits into the socket*
 - *shines the light where the consumer wants it (omni vs directional)*
 - *right color temperature*
- Works well – won't fail too early, no gross noise, flicker, etc. BUY →



LEDs are great and sales are growing, but...

- Per NEMA data, halogens and incandescents still make up roughly 55% of recent bulb sales.
- Why are we still “losing” more than half the time?
- Unlike CFLs, where almost all products were ENERGY STAR certified, a lot of LED products on the shelf are not. Why?

Best advice for color temperature? (try one of each first?)

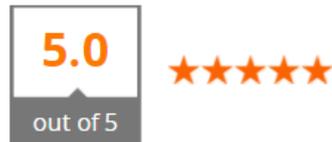
TOOO white.



TOOO white.

Was this helpful? 0 0

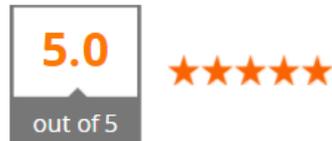
So bright ...



So bright

Was this helpful? 0 0

Performing much better than expected with a day light bulb...



Performing much better than expected with a day light bulb rather than a warm light rating.
Satisfied so far.

Lets hear from our panelists

- How are we doing at the store with:
 - In-store product availability?
 - Store displays?
 - Packaging?

